










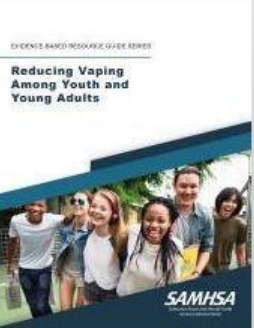
Youth-Centered Tobacco Prevention & Cessation Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

FREE Educational Programs		
Resource	Description	Website
  <p>Take Down Tobacco Training Program</p>	<p>What: One-hour tobacco 101 training on the toll of tobacco and 20-minute Session: The Rise of Vaping Who: Youth new to tobacco prevention. Why: To educate and engage youth to #BeTheFirst tobacco-free generation Where: Meeting or classroom with audiovisual equipment capabilities</p>	<p>www.takingdowntobacco.org</p> <p>Go online and register to unlock training options</p>
 <p>Aspire- A Smoking Prevention Interactive Experience</p>	<p>Program: online, bilingual curriculum-based tobacco prevention program for middle and high school students ages 11 to 18. Pre- and post-test surveys, Quizzes after each module, certificate of completion, Reporting system. Endorsements: SAMHSA, National Cancer Institute and the Cochrane Review</p>	<p>https://www.mdanderson.org/about-md-anderson/community-services/aspire.html</p>
 <p>Youth E-Cigarette Prevention Program</p>	<p>Curriculum target age: middle school and high school youth. CATCH My Breath is evidence-based and Includes active student-centered learning facilitated by peer leaders. In class-activities, teacher education, online resources, and take-home materials for parents.</p> <p>There is also a Health at Home Version for Home Schooling Virtual Field Trip Vaping, Lung Health, & Infectious Diseases Pre-recorded grade 6 lessons CATCH My Breath Student Service Learning Projects is a selection of projects (with scholarship opportunities) designed to help students make a meaningful impact in their community by preventing youth vaping.</p>	<p>http://catchinfo.org/module/s/e-cigarettes/</p> <p>https://www.catch.org/pages/health-at-home</p> <p>https://www.bevapefree.org/virtual-field-trip/?utm_source=journey&utm_medium=email&utm_campaign=april20_cep&utm_content=vft</p> <p>https://www.catch.org/bundles/37722</p> <p>https://www.catch.org/pages/health-at-home#cmb-infectious-disease</p>
 <p>Stanford MEDICINE</p>	<p>The Tobacco Prevention Toolkit is a theory-based and evidence-informed educational resource created by educators and researchers aimed at preventing middle and high school students' use of cigarettes, cigars/cigarillos, chew, hookah, and electronic cigarettes.</p> <p>Excellent resource directory</p>	<p>http://med.stanford.edu/tobaccopreventiontoolkit.html <i>Educational modules for educators, administrators, parents/guardians, and anyone who works with youth.</i></p> <p>http://med.stanford.edu/tobaccopreventiontoolkit/resource-directory.html#positive-youth-development</p>






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	<p>With these cross-curricular resources from Scholastic and the FDA for students in grades 6-8 and 9-12, students will analyze informational text, collect and present data, and evaluate marketing messages.</p> <p>Downloadable resources and posters.</p>	<p>https://www.scholastic.com/youth/vapingrisks/</p>
	<p>PowerPoint Presentation for Youth: Know the Risks: A Youth Guide to E-Cigarettes</p> <p>Downloadable PPT with script and instructions from the CDC Office on Smoking and Health</p>	<p>https://www.cdc.gov/tobacco/basic_information/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html?s_cid=OSH_misc_M148</p>
	<p>Youth E-Cigarette Use Microlearning Videos</p> <p>The Tobacco Control Network (TCN) collaborated with the CDC Office on Smoking and Health (OSH) to produce this pair of youth e-cigarette use microlearning videos, a long form and a short form video, to assist TCN members in their efforts to address youth e-cigarette use.</p>	<p>http://tobaccocontrolnetwork.org/resources/#open-panel Scroll Down</p>
	<p>#QuitLying is an American Heart Association community engagement campaign to empower kids, schools and communities to call out JUUL and other e-cigarette companies for their lies about vaping and nicotine addiction.</p> <p>Downloadable slide deck to train staff or facilitator. Two lesson plans available for print to guide classroom discussion. Interactive website to reveal myths and truths about vaping. Middle school & high school. Infographics available.</p>	<p>https://www.quitlying.org</p>
	<p>Reducing Vaping Among Youth and Young Adults</p> <ul style="list-style-type: none"> • An overview of current approaches and challenges • Current evidence on effectiveness of specific interventions • Practical information to consider when selecting and implementing programs and policies • Examples of programs and policies including lessons learned • Resources for evaluation and quality improvement 	<p>https://store.samhsa.gov/product/Reducing-Vaping-Among-Youth-and-Young-Adults/PEP20-06-01-003</p>

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	<p>Truth Documentary: Black Lives Black Lungs (15 minutes) Explores the history, marketing tactics and impact of the tobacco industry targeting African Americans with menthol tobacco products. Brief summary of the documentary: https://truthinitiative.org/research-resources/targeted-communities/black-lives-black-lungs-documentary-shows-how-menthol</p>	<p>https://www.lincolndy.com/</p>
	<p>Minnesota campaign in partnership with Essentia Health, includes a facilitator and student materials.</p>	<p>https://www.essentiahealth.org/dont-blowitteacherguide/</p>
	<p>FREE Alternative to Suspension Programs</p>	
Resource	Description	Website
 <p>A Smoking Prevention Interactive Experience</p>	<p>Program: online, bilingual curriculum-based tobacco prevention program for middle and high school students. Pre- and post-test surveys, quizzes after each module, certificate of completion, reporting system. Perfect for Alternative to Suspension. Endorsements: SAMHSA, National Cancer Institute and the Cochrane Review.</p>	<p>https://www.mdanderson.org/about-md-anderson/community-services/aspire.html</p>
	<p>Healthy Futures is the Stanford Tobacco Prevention Toolkit's Alternative to Suspension Program. It is a theory-based and evidence-informed educational resource created by educators and researchers aimed at preventing middle and high school students' use of cigarettes, cigars/cigarillos, chew, hookah, and electronic cigarettes.</p>	<p>http://med.stanford.edu/tobaccopreventiontoolkit/curriculum/HealthyFutures.html</p>
	<p>(INDEPTH) is an alternative to suspension that helps schools and communities address the teen vaping problem in a more supportive way. Instead of solely focusing on punitive measures, INDEPTH is an interactive program that teaches students about nicotine dependence, establishing healthy alternatives and how to kick the unhealthy addiction that got them in trouble in the first place.</p>	<p>https://www.lung.org/stop-smoking/helping-teens-quit/indepth.html</p>





NOTICE TO SCHOOLS:

The curricula listed above are **evidence-based and free**. The CDC warns schools to seek evidence-based programs to prevent youth tobacco use – including vaping – and to support students in quitting. The fact that a program is funded by a tobacco company makes it less effective, because such sponsorships can make students less skeptical of tobacco companies. Read and download the [CDC Evidence Brief](#) on this topic and seek [recommended programs](#) to help your students.

If you have a question about a curriculum, please contact your local health department or Tobacco Control Regional Manager: <https://tobaccopreventionandcontrol.ncdhhs.gov/about/localtpcgroups.htm>







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Youth Cessation Programs		
Resource	Description	Website
	SmokefreeTeen has a specific program to help teens quit vaping. There is also a SmokefreeTXT program and the quitStart App. All these resources are provided by National Cancer Institute as part of the Smokefree.gov series.	https://teen.smokefree.gov/quit-vaping https://teen.smokefree.gov/become-smokefree/smokefreeteen-signup https://teen.smokefree.gov/become-smokefree/quitstart-app
	This is Quitting is the Truth Initiative's e-cigarette text-based quitting program. Teens joining by texting "DITCHJUUL" to 88709. Parents and other adults looking to help young people quit should text "QUIT" to (202) 899-7550.	https://www.thetruth.com/articles/hot-topic/quit-vaping
 N-O-T: Not On Tobacco	N-O-T is a proven teen smoking and vaping cessation program. It was designed with teenagers in mind and addresses issues that are specifically important to them. The program takes a holistic approach with each session using different interactive learning strategies based on Social Cognitive Theory of behavior change that can then be applied and practiced in everyday life and encourages a voluntary change for youth ages 14 to 19.	https://www.lung.org/stop-smoking/helping-teens-quit/not-on-tobacco.html
	QuitlineNC provides free cessation services to any North Carolina resident who needs help quitting tobacco use, including vaping. Telephone Service is available 24/7 toll-free at 1-800-QUIT-NOW (1-800-784-8669) Spanish: 1-855-Dejelo-Ya (1-855-335-3569). WebCoach is available 24 hours a day online. You can use it in addition to telephone coaching or alone.	https://www.quitlinenc.com/
Fact Sheets and Other Materials for Youth		
Resource	Description	Website
FDA CENTER FOR TOBACCO PRODUCTS EXCHANGE LAB	Order or download tobacco prevention posters and download tobacco prevention social media messages.	https://digitalmedia.hhs.gov/tobacco/




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	<p>CDC's webpage on e-cigarettes and young people includes fact sheets, infographics, links to e-cigarettes and vaping associated lung injury (EVALI) and more.</p>	<p>https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-</p>
	<p>Youth educational website developed by Seattle and King County Public Health</p>	<p>https://escapethevape.org/</p>
 <p>Take Down Tobacco Day</p>	<p>Take Down Tobacco Day (formerly Kick Butts Day) is a national day of activism that empowers youth to stand out, speak up and seize control against tobacco.</p>	<p>https://www.tobaccofreekids.org</p>
	<p>Rethink Vape: A Risk Communication Campaign for Teens on E-Cigarettes</p> <p>Researchers at the Eastern Virginia Medical School worked with teens and experts and used a great deal of formative research and message testing to develop the campaign Rethink Vape. The campaign includes video ads, a microsite (rethinkvape.org), and social media sites (@rethinkvape). Based on themes garnered in initial research, the campaign communicated three messages to teens: what's in the vapor, health risks, and connections to big tobacco. Review the content and contact Ann.Staples@dhhs.nc.gov for details.</p>	<p>rethinkvape.org</p>
 <p>smokeSCREEN</p>	<p>SmokeScreen is a video Game produced by play2PREVENT lab at the Yale Center for Health and Learning Games, with funding from CVS Health Foundation. The game helps youth learn "to refuse situations that feel like peer pressure as well as know the two areas to build skills," known as Refusal Power and Know Sense.</p>	<p>http://www.play2prevent.org/</p> <p>Read press release.</p>
<p>The New Look of NICOTINE ADDICTION</p> <p>TALK WITH YOUR KIDS ABOUT THE DANGERS OF VAPING</p> <p>GET OUT RAGED!</p>	<p>The Massachusetts Department of Health has put together resources including facts on products and tips for parents on how to talk to their kids about vaping and engage the community. There is also a toolkit for schools to help address the issue.</p>	<p>makesmokinghistory.org/dangers-of-vaping/</p>
	<p>National Institute on Drug Abuse for Teens. Facts and infographic on teens and e-cigarettes</p>	<p>https://teens.drugabuse.gov/drug-facts/tobacco-nicotine-e-cigarettes</p>

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<p>Anuvia Videos Featuring Luka Kinard</p> 	<p>Anuvia Prevention and Recovery Center of Charlotte has developed a video featuring Juul addict in recover Luka Kinard. The video is posted along with short versions perfect for social media.</p>	<p>https://www.youtube.com/playlist?list=PL32H3L_mTb-LZNL0VbwTUuWYASdNOcsSK</p>
	<p>Know the Risks: Surgeon General’s Website on E-cigarettes and young people. This site contains many resources, including facts, PSAs, a parents’ tip sheet and more.</p>	<p>https://e-cigarettes.surgeongeneral.gov/</p>
	<p>Media Campaigns</p>	
<p>Resource</p>	<p>Description</p>	<p>Website</p>
	<p>This Free Life is FDA’s public education campaign designed to prevent and reduce tobacco use among LGBT older teens and young adults who use tobacco occasionally. Through the use of authentic and credible messages from tobacco-free members of the LGBT community, the campaign encourages these young adults to draw inspiration from their peers to also live tobacco-free.</p>	<p>https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/ThisFreeLifeCampaign/default.htm</p>
 <p>Fresh Empire</p>	<p>Fresh Empire is FDA’s public education campaign to promote a tobacco-free life by educating youth through Hip Hop-inspired events, videos and contests. The public education campaign is designed to prevent and reduce tobacco use among at-risk multicultural youth ages 12-17.</p>	<p>https://freshempire.betobaccofree.hhs.gov</p>
	<p>Dedicated to defending teens from tobacco companies lies and deceptions, truth produces television and digital content to encourage teens to reject tobacco and to unite against the tobacco industry. Includes information on tobacco and social justice.</p>	<p>https://www.thetruth.com/about-truth</p>

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	<p>Truth Orange – Safer ≠ Safe is a Truth Initiative Campaign. In these ads, truth combats the notion that e-cigarettes are safer than cigarettes. Truth states that, “Good, solid research can take decades to compile, and we just aren’t there yet with e-cigs, vapes, and JUUL. We don’t know yet the impact these products could have on our health. But what we know so far definitely gives us pause.”</p>	<p>https://www.youtube.com/playlist?list=PLDVVQDN6OECnkDWTaZoMIZH81376hREHF</p> <p>Want to test your knowledge on vaping? Take this Truth Quiz:</p> <p>https://www.thetruth.com/quizzes/vaping-juuling</p>
<p>Flavors Hook Kids</p> 	<p>California Department of Public Health’s advertising campaign Flavors Hook Kids</p> <p>Flavors Hook Kids Videos on YouTube</p>	<p>https://www.flavorshookkids.org/</p> <p>https://www.youtube.com/playlist?list=PLurbAZks39wiew3SiBZIU7Jp6b2AkxnM</p>
<p>Escape the Vapes</p> 	<p>Youth prevention ad developed by Talk It Out Cleveland County (NC), a Substance Abuse Prevention Coalition</p>	<p>https://www.escapethevapes.com/</p>
<p>The Real Cost</p> 	<p>The Real Cost is the FDA’s public education campaign originally created to educate at-risk teens about the harmful effects of cigarette smoking. Now the campaign includes smokeless tobacco and vapes as well as combustible cigarettes.</p> <p>New “Addiction isn’t Pretty” video campaign aimed at reducing youth vaping.</p>	<p>https://therealcost.betobaccofree.hhs.gov/?g=t</p> <p>https://www.youtube.com/results?search_query=the+real+cost+addiction+isn%27t+pretty+</p>
	For Parents	
Resource	Description	Website
<p>The New Look of NICOTINE ADDICTION</p> <p>TALK WITH YOUR KIDS ABOUT THE DANGERS OF VAPING</p> <p>GET OUT RAGED!</p>	<p>The Massachusetts Department of Health has put together resources that include facts on products, tips for parents on how to talk to their kids about vaping and engage the community. There is also a toolkit for schools to help address the issue.</p>	<p>makesmokinghistory.org/dangers-of-vaping/</p>


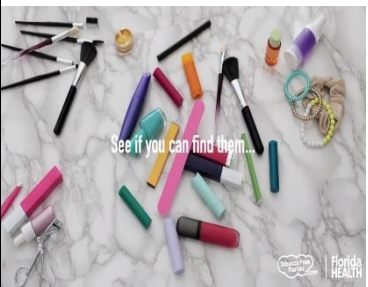



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<p>E-Cigarette Health Advisory Materials</p>	<p>Materials to educate health care providers, school leaders, parents and other care givers and the public on the pressing issue of young people's use of electronic cigarettes and similar nicotine delivery devices</p> <p>4 Downloadable documents:</p> <ul style="list-style-type: none"> • E-Cigarette Health Advisory • Nicotine: No Amount is Safe for Young People • E-Cigarettes 101: A Fact Sheet • E-Cigarettes Expose Youth to the Health Risks of Nicotine 	<p>http://www.tobaccopreventionandcontrol.ncdhhs.gov/youth/index.htm#ecigham</p>
	<p>What You need to Know and How to Talk with Your Kids About Vaping. The information here and in the vaping guide is meant to help you understand vaping, its appeal to youth and what research says about the known and unknown risks.</p>	<p>https://drugfree.org/article/how-to-talk-with-your-kids-about-vaping/</p> <p>Vaping Guide</p>
	<p>Quick Facts on the Risks of E-Cigarettes for Kids, Teens, & Young Adults</p> <p>The CDC has created downloadable one-pagers for teachers and parents to help educate them on the risks of e-cigarette use, nicotine, and ways to prevent use.</p>	<p>https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html</p>
<p>Anuvia Video:</p> <p>Life With a Teen Addicted to Vaping</p> <p>High Point Mom Kelly Kinard's Story</p> 	<p>Anuvia Prevention and Treatment Center of Charlotte developed this video of NC mother Kelly Kinard telling the story of her son Luka's struggle with vaping addiction.</p>	<p>https://www.youtube.com/watch?v=4y1HHu4mXjo</p>
 <p>THE VAPE TALK</p>	<p>The Vape Talk is intended to help parents talk about vaping with their kids and includes a downloadable guide.</p>	<p>https://www.lung.org/stop-smoking/vape-talk/</p>

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	<p>PAVe (Parents Against Vaping e-cigarettes), founded by three concerned moms, is a grassroots group that seeks to educate parents about the dangers of e-cigarettes; advocate for the health and safety of our kids with regards to their widespread use of these products, and activate members to work for action against e-cigarette companies when and if necessary.</p> <p>PARENT TOOLKIT</p> <p>PODCAST</p>	<p>https://www.parentsagainstvaping.org</p> <p>https://www.parentsagainstvaping.org/parent-toolkit</p> <p>https://pave.buzzsprout.com/?eType=EmailBlastContent&eld=d4401adf-1bfd-48eb-abd6-56c9d042f60f</p>
	<p>Florida has developed a video to help parents identify vaping products among their teens' belongings.</p>	<p>https://www.youtube.com/watch?v=htAsfUEoEC4&feature=youtu.be</p>
	<p>Through their Protect Kids: Fight Flavored E-Cigarettes campaign, The Campaign for Tobacco Free Kids has developed a robust set of free, online resources to help parents help their kids.</p>	<p>http://fightflavoredcigs.org/resources-for-parents/?eType=EmailBlastContent&eld=88cccfb9-b298-46be-aac6-54a9a45a7f2b</p>
	<p>CDC's E-cigarettes, or Vaping Products, Visual Dictionary</p>	<p>https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/ecigarette-or-vaping-products-visual-dictionary-508.pdf</p>
	<p>Truth Initiative's Vaping Lingo Dictionary</p>	<p>https://truthinitiative.org/research-resources/emerging-tobacco-products/vaping-lingo-dictionary</p>

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Educate About Effective Policy Working with Partners to Build Support		
Resource	Description	Website
	Comprehensive resource for organizations working to counteract tobacco product sales and marketing at the point of sale (POS). Offers evidence-based descriptions of the problem, policy solutions, advocacy materials, news updates , and an image gallery exposing tobacco industry tactics at the point of sale.	http://countertobacco.org/
 <p>Take Down Tobacco Training Program</p>	The Rise of Vaping course has been updated with all the latest on e-cigarettes, including recent policy changes and what's currently on the market. A shortened Take Down Tobacco 101 course with all the evidence-based facts and knowledge you need in just 35 minutes. A streamlined Become a Trainer learning path that makes it easier to guide trainings in your school or community - users will take the newly updated Prepare to Guide a Training to get ready to guide EITHER a Take Down Tobacco 101 or The Rise of Vaping.	www.takingdowntobacco.org Go online and register to unlock training options
	<p>The Center for Black Health & Equity is committed to the pursuit of health justice for people of African descent.</p> <p>Located within "The CENTER," NAATPN, is reinventing and strengthening its position as the leading source of education and advocacy for tobacco and cancer health disparities affecting African Americans</p>	https://centerforblackhealth.org/
	<p>The American Academy of Pediatrics Julius B. Richmond Center of Excellence is committed to protecting children from tobacco and secondhand smoke. Clinicians, researchers, advocates, and families all play a critical role. The Richmond Center offers tools and resources to help clinicians and communities, as well as supports research and policy development to create a healthy environment for children, adolescents, and families.</p> <p>Vaping curriculum was recently introduced that includes 11 sessions. This curriculum focuses on addressing youth E-cigarette prevention and cessation based on current evidence and best practices.</p>	https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Richmond-Center/Pages/default.aspx https://services.aap.org/en/learning/e-cigarette-curriculum/
	The Public Health Law Center supports tobacco control policy change and the tobacco control movement throughout the U.S., developing resources on the most effective legal and policy measures that health leaders and policymakers can use to control the epidemic of tobacco use in the U.S. and abroad.	https://publichealthlawcenter.org/topics/commercial-tobacco-control https://publichealthlawcenter.org/topics/commercial-tobacco-control/e-cigarettes